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Date:

*15 February 2006*

By:

*Laurie A. Torres*  
Laurie A. Torres

**Mail Stop Amendment**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**In Re: Patent Application of Charles A. Eldering**

Conf. No.: 6478 : Group Art Unit: 2611  
Appln. No.: 09/748,942 : Examiner: Lambrecht, Christopher M.  
Filing Date: 12/27/2000 : Att'y. Docket No.: T721-15

Title: ADVERTISEMENT DISTRIBUTION SYSTEM FOR DISTRIBUTING  
TARGETED ADVERTISEMENTS IN TELEVISION SYSTEMS

**AMENDMENT**

Responsive to the Office Action dated November 17, 2005, please amend the  
above-identified patent application, without prejudice, as follows: